

Customer service remains key priority

Report provides valuable insight, immediate steps for improvement

In an effort to decrease hold times and improve the customer service experience, Water Resources has begun implementing changes.

Water Resources has struggled in recent years to provide the high level of service our customers deserve. The rapid growth in customers has led to a variety of service issues, including high call volumes, high handle times, high call drop rates, and occasional busy signals to our customers.

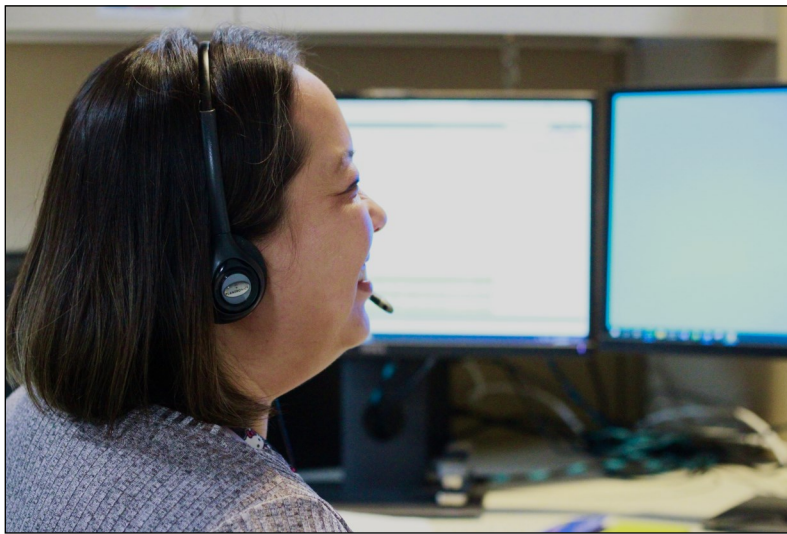
Current customer service metrics included: an average handle time of 10 or more minutes, an abandoned call rate averaging 27 percent, and an abnormally high rejected call volume.

To help address these challenges, Water Resources recently contracted with Workforce Concepts to perform a detailed analysis of the customer service experience.

Consultants were on site in April to watch and document our existing processes, review historical data and trends, engage in and evaluate the use of our existing customer service technology and platforms, and listen to customer calls.

Their findings detail how to better utilize our existing technology to improve service metrics.

Workflow Concepts provided a variety of both short and long-term recommendations including the automating of weekly and monthly reports, upgrading existing software to more fully utilize available tolls, implementing new technology to reduce call volume by automating routine inquiries, and enabling virtual hold to automatically return a customer's call when it's their turn in the queue.



Customer Service Representative Jodie VanMeerten assists a customer via phone.

Water Resources and Workflow Concepts began immediately implementing some of their short-term solution recommendations in May.

Areas initially being addressed include script reviews, implementing an electronic notification to

Customer service [continued from page 1](#)

supervisor and management on long call volume and hold times, eliminating easy calls due to special circumstances, implementing call center visibility, automating reporting for metrics and standards, and decreasing call handle times.

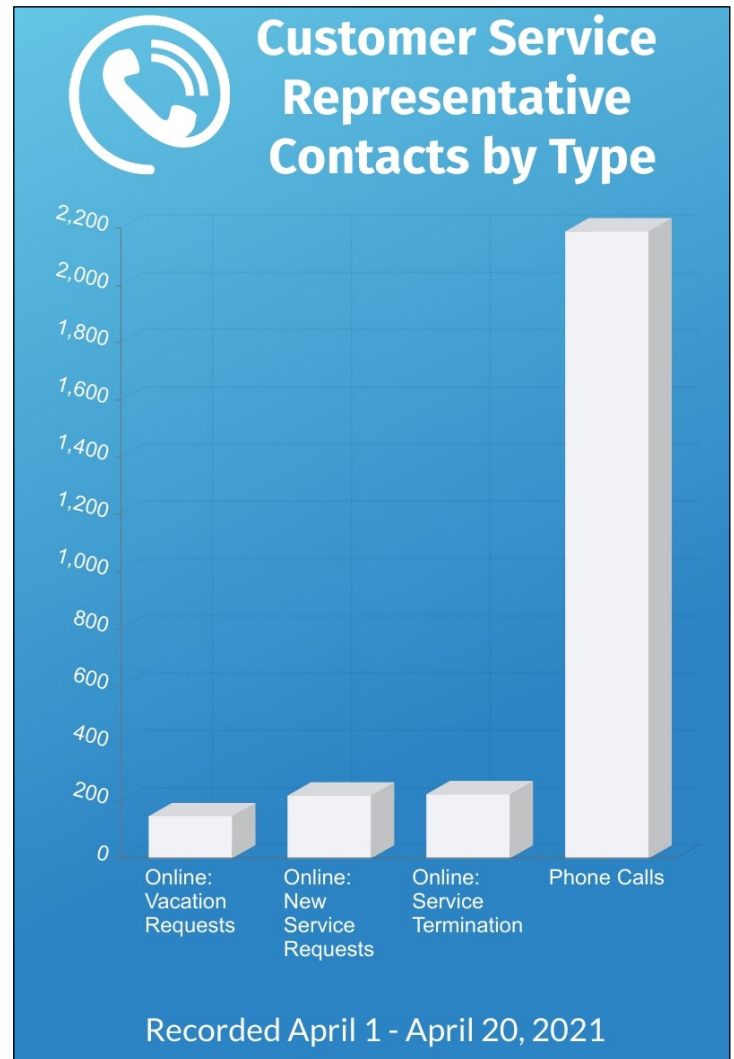
It's estimated that the majority of this work will be completed by June 30, 2021, with work continuing into 2022 to address the more complex software based solutions.

These improvements follow other recent efforts to streamline the customer experience. Over the past year Utility Billing has moved almost entirely to online forms.

The transition allows customers to take care of the most frequent transactions online, without the cumbersome process of filling out forms by hand, scanning them, and emailing them in.

Instead, the completed automated forms generate emails which are then directed to the appropriate staff.

Water Resources has also digitalized other forms, such as signup requests for access to the [Advanced Customer Portal](#).



"I've been dealing with your meter reader Valerie and I just want to tell you what a wonderful representative she is for your department!"

- Patricia Smith



going digital

Customers can now request access to the Advanced Customer Portal, as well as complete other routine service and account transactions online.

BREAKING POINT

Line breaks don't just happen during business hours

Crews responded to a 4-inch main break on May 25 in the Buena Vista Mobile Home Park. Residents were alerted to the outage, which also affected service in the nearby Leaf Verde RV Park. Staff worked from 9 p.m. – 3 a.m. to make the necessary repairs and restore service.



Samsung Dual Camera
Shot with my Galaxy XCover Pro



UTILITY BILLING ASSISTANCE

\$135,744.05 Distributed Year to Date

District 4
\$26,875.73
68 households

District 6
\$14,268.47
34 households

District 1
\$35,258.24
84 households

District 5
\$23,126
55 households

District 2
\$9,892.34
24 households

District 3
\$25,665.92
59 households

